

**Appln No. 09/944,348**  
**Amdt date February 12, 2007**  
**Reply to Office action of August 10, 2006**

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claims 1-28. (Cancelled).

Claim 29. (Previously Presented) An integral unit for measuring viewer behavior related to television content displayed on a television, the television being situated in one of a plurality of viewing premises, the integral unit comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device configured for monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

Claim 30. (Previously Presented) The integral unit of claim 29, wherein the integral unit is a central processing unit.

Claim 31. (Previously Presented) The integral unit of claim 29, wherein the integral unit is a memory device in communication with a central processing unit.

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Claim 32. (Previously Presented) The integral unit of claim 31, wherein the memory device is a read-only memory device.

Claim 33 (Previously Presented) The integral unit of claim 31, wherein the memory device is a random-access memory device.

Claim 34. (Previously Presented) The integral unit of claim 29, wherein the integral unit communicates with an input device to enter commands into the integral unit.

Claim 35. (Previously Presented) The integral unit of claim 34, wherein the input device is a keypress device.

Claim 36. (Previously Presented) The integral unit of claim 34, wherein the input device is a mouse device,

Claim 37. (Previously Presented) The integral unit of claim 34, wherein the input device is an optical scanning device.

Claim 38. (Previously Presented) The integral unit of claim 34, wherein the input device is a magnetic scanning device.

Claim 39. (Previously Presented) The integral unit of claim 34, wherein the input device is a voice-activated input device.

Claim 40. (Previously Presented) The integral unit of claim 29, wherein the monitoring device further comprises a keypress device.

Claim 41. (Previously Presented) The integral unit of claim 29, wherein the monitoring device further comprises a mouse device.

Claim 42. (Previously Presented) The integral unit of claim 29, wherein the monitoring device further comprises a scanner device.

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Claim 43. (Previously Presented) The integral unit of claim 42, wherein the scanner device further comprises an optical scanner.

Claim 44. (Previously Presented) The integral unit of claim 42, wherein the scanner device further comprises a magnetic scanner

Claim 45. (Previously Presented) The integral unit of claim 29, wherein the television is a computer monitor.

Claim 46. (Previously Presented) The integral unit of claim 29, wherein the television is a cable-ready television.

Claim 47. (Previously Presented) The integral unit of claim 29, wherein the television is a personal computer.

Claim 48. (Previously Presented) The integral unit of claim 29, wherein the programming and advertising content is transmitted to the television via at least one of a television communication system, a telephone communication system, a wireless communication system and a fiber optic communication system.

Claim 49. (Previously Presented) An integral unit for measuring viewer behavior related to television content displayed on a television, the television being situated in one of a plurality of viewing premises, at least one of the plurality of viewing premises being a public location, the public location being at least one of a hotel, a bar, a hospital, an office, an airport, a train station and a bus station, the integral unit comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device configured for monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

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an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

Claim 50. (Previously Presented) An integral unit for measuring viewer behavior related to television content displayed on a television, the television being situated in a plurality of viewing premises, the integral unit measuring viewer behavior at less than all of the plurality of viewing premises, the integral unit comprising:

a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device configured for monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

Claim 51. (Previously Presented) A set top box for measuring viewer behavior related to television content displayed on a television, the television being situated in one of a plurality of viewing premises, the set top box comprising:

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a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device configured for monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

Claim 52. (Previously Presented) The set top box of claim 51, wherein the set top box communicates with an input device to enter commands into the set top box.

Claim 53. (Previously Presented) The set top box of claim 52, wherein the input device is a keypress device.

Claim 54. (Previously Presented) The set top box of claim 52, wherein the input device is a mouse device.

Claim 55. (Previously Presented) The set top box of claim 52, wherein the input device is an optical scanning device.

Claim 56. (Previously Presented) The set top box of claim 52, wherein the input device is a magnetic scanning device.

Claim 57. (Previously Presented) The set top box of claim 52, wherein the input device is a voice-activated input device.

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Claim 58. (Previously Presented) The set top box of claim 51, wherein the monitoring device further comprises a keypress device.

Claim 59. (Previously Presented) The set top box of claim 51, wherein the monitoring device further comprises a mouse device

Claim 60. (Previously Presented) The set top box of claim 51, wherein the monitoring device further comprises a scanner device.

Claim 61. (Previously Presented) The set top box of claim 60, wherein the scanner device further comprises an optical scanner.

Claim 62. (Previously Presented) The set top box of claim 60, wherein the scanner device further comprises a magnetic scanner.

Claim 63. (Previously Presented) The set top box of claim 51, wherein the television is a computer monitor.

Claim 64. (Previously Presented) The set top box of claim 51, wherein the television is a cable-ready television.

Claim 65. (Previously Presented) The set top box of claim 51 wherein the television is a personal computer.

Claim 66. (Previously Presented) The set top box of claim 51, wherein the programming and advertising content is transmitted to the television via at least one of a television communication system, a telephone communication system, a wireless communication system and a fiber optic communication system.

Claim 67. (Previously Presented) A cable box for measuring viewer behavior related to television content displayed on a television, the television being situated in one of a plurality of viewing premises, the cable box comprising:

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a monitoring device for uninterrupted and passive continuous monitoring of viewer behavior at each of the plurality of viewing premises, the monitoring device configured for monitoring an event data generated upon occurrence of an event to ascertain the responses of a viewer to program and advertising content for the purpose of assessing the effectiveness of the programming and advertising content;

an event timing device for recording a time occurrence of the event and for generating a time-stamped data representative of the time occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device, wherein the programming and advertising content is transmitted to the television with an Internet access signal.

Claim 68. (Previously Presented) The cable box of claim 67, wherein the cable box communicates with an input device to enter commands into the cable box.

Claim 69. (Previously Presented) The cable box of claim 68, wherein the input device is a keypress device.

Claim 70. (Previously Presented) The cable box of claim 68, wherein the input device is a mouse device.

Claim 71. (Previously Presented) The cable box of claim 68, wherein the input device is an optical scanning device.

Claim 72. (Previously Presented) The cable box of claim 68. wherein the input device is a magnetic scanning device.

Claim 73. (Previously Presented) The cable box of claim 68, wherein the input device is a voice-activated input device.

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Claim 74. (Previously Presented) The cable box of claim 67, wherein the monitoring device further comprises a keypress device.

Claim 75. (Previously Presented) The cable box of claim 67, wherein the monitoring device further comprises a mouse device.

Claim 76. (Previously Presented) The cable box of claim 67, wherein the monitoring device further comprises a scanner device.

Claim 77. (Previously Presented) The cable box of claim 76, wherein the scanner device further comprises an optical scanner.

Claim 78. (Previously Presented) The cable box of claim 76, wherein the scanner device further comprises a magnetic scanner.

Claim 79. (Previously Presented) The cable box of claim 67, wherein the television is a computer monitor.

Claim 80. (Previously Presented) The cable box of claim 67, wherein the television is a cable-ready television.

Claim 81. (Previously Presented) The cable box of claim 67, wherein the television is a personal computer.

Claim 82. (Previously Presented) The cable box of claim 67, wherein the programming and advertising content is transmitted to the television via at least one of a television communication system, a telephone communication system, a wireless communication system and a fiber optic communication system.

Claim 83. (New) A system for uninterrupted and passive continuous monitoring and measuring viewer behavior of a plurality of television viewers and pattern data among viewer events and channel change events in a plurality of viewing premises to provide information for



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direct correlation with concurrent detailed data of programming and broadcasting in order to analyze and ascertain the responses of the plurality of viewers to program and advertising content for the purpose of assessing the effectiveness of said programming and advertising content, wherein the results of said analysis can be made available to advertisers, said system comprising:

a plurality of signal receiving devices located in a plurality of viewing premises, wherein each said signal receiving device comprises:

a monitor device for uninterrupted and passive continuous monitoring of television viewer behavior, the monitor device configured for monitoring event data generated upon occurrence of television viewer events and channel change events to ascertain television viewer behavior and pattern data among television viewer events and channel change events on the continuous basis;

an event timing device for recording a time record of event occurrence and for generating time-stamped data representative of time of occurrence corresponding to the event data;

a data latching device for continuous capturing and storing of the time-stamped data and the event data; and

a database for storing the time-stamped data and event data captured and stored by the data latching device.

84. (New) The system of claim 83 wherein television viewer events comprise at least one of change of volume level, change of mute status, and change of signal receiving device status.

85. (New) The system of claim 83 wherein television viewer events are actions by the television viewer to change volume level.

86. (New) The system of claim 83 wherein each signal receiving device further comprises a receiver for receiving television signals.

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87. (New) The system of claim 83 further comprising a transmitter for providing television signals for a television.

88. (New) The system of claim 87 further comprising a further transmitter for transmitting information reflecting viewer behavior.